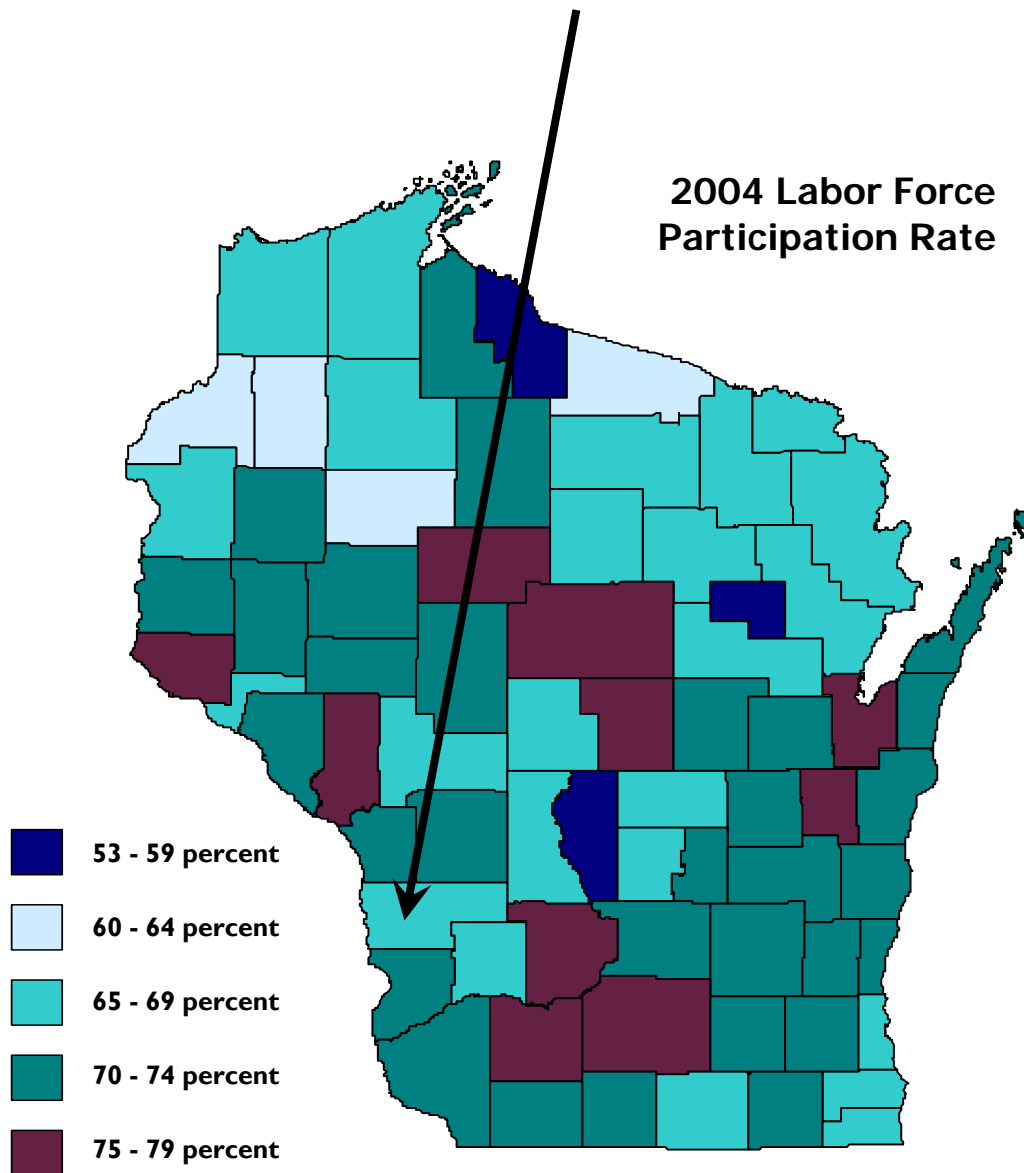


# Vernon County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by  
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

Regional contact:  
Bill Brockmiller  
Office of Economic Advisor  
402 8th St.  
La Crosse, WI 53601  
608.242.4885  
William.Brockmiller@dwd.state.wi.us



State of Wisconsin  
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## County Population and Labor Force

Vernon County's population increased at the same rate as the State of Wisconsin between 2000 and 2005. However, the growth rate for the state and county were both a bit lower than the national average which was 4.9 percent for the period. Since 2000, the county has grown by 1,133 residents. Population projections for the period 2000 to 2020 indicate that the county's population increase will be slightly faster than that of the state, but will fall short of the nation's rate of increase. The overall growth rate for the county between 2000 through 2020 is projected to be 15.6 percent, compared to 13.9 percent for the state and 19.3 percent for the nation.

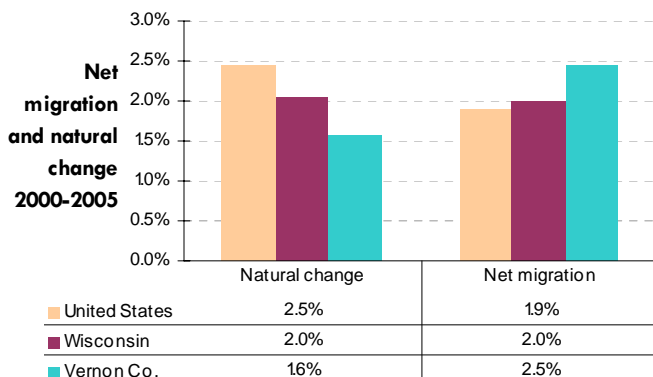
The percent of the population aged 16 years and over that is currently in the labor force is 67.4 percent. This is about midway between the statewide average of 70.8 percent and the nation's participation rate of 65.4 percent.

The county has a participation rate that is below the average for Wisconsin, however, this does not necessarily mean that the area has surplus of workers available to enter the labor force. The make-up of the county's population by age group is quite different than the state and nation. The percentage of the population in the group under 25 years of age is same as the state, and just a bit below the nation. This changes when one looks at the next two age groups. The percentage of the population between age 25 and 59 is well below the state and nation, while the percentage of the labor force over age 59 is

### Five largest municipalities in Vernon County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
<b>Vernon County</b>	28,056	29,189	1,133	4.0%
Viroqua, City	4,335	4,394	59	1.4%
Westby, City	2,045	2,133	88	4.3%
Viroqua, Town	1,560	1,652	92	5.9%
Clinton, Town	1,354	1,449	95	7.0%
Bergen, Town	1,317	1,391	74	5.6%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



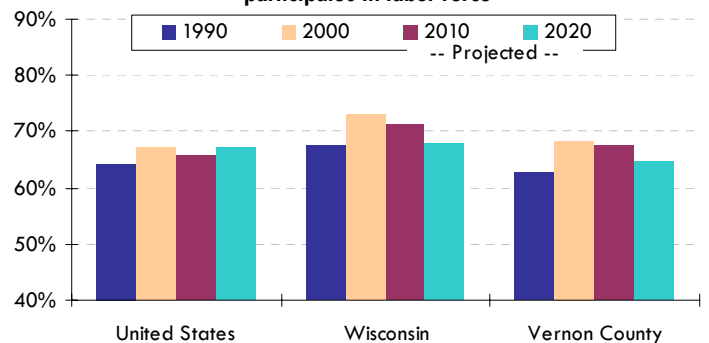
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

### Population and Labor Force

	United States	Wisconsin	Vernon County
<b>Total population in 2000</b>	281,424,602	5,363,715	28,056
<b>Population est. Jan. 1, 2005</b>	295,160,302	5,580,757	29,189
Change	13,735,700	217,042	1,133
% change	4.9%	4.0%	4.0%
<b>2005 Labor force population*</b>	224,837,000	4,339,938	22,449
Share of total population	76.2%	78%	76.9%
Labor force	147,125,000	3,071,179	15,136
Labor force participation rate	65.4%	70.8%	67.4%
<b>2005 Population 16 yrs. &amp; over</b>	228,621,674	4,417,313	22,773
16-24 yrs old	37,489,370	743,764	3,831
Share of population 16+ yrs	16.4%	16.8%	16.8%
25-59 yrs old	142,248,896	2,708,865	12,747
Share of population 16+ yrs	62.2%	61.3%	56.0%
60 yrs and older	48,883,408	964,684	6,195
Share of population 16+ yrs	21.4%	21.8%	27.2%
<b>Projected population: 2020</b>	335,804,546	6,110,878	32,425
<b>Population 16 yrs. &amp; over</b>	264,085,104	4,869,573	25,147
16-24 yrs old	37,918,865	681,586	3,343
Share of population 16+ yrs	14.4%	14.0%	13.3%
25-59 yrs old	150,678,402	2,756,884	13,173
Share of population 16+ yrs	57.1%	56.6%	52.4%
60 yrs and older	75,487,837	1,431,103	8,631
Share of population 16+ yrs	28.6%	29.4%	34.3%

\* civilian population 16 yrs. and older not in an institution

### Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

well above the state and national average. This will change only slightly in the next 15 years as the percentage under age 25 will drop below the state and national average and the area will continue to have a smaller percentage in the 25 to 59 age group, which is the primary age group for workers. It will continue to have a higher percentage of population above age 59 compared to the state and nation.

## Revised Labor Force

The county's labor force had its largest increase of workers between 1999 and 2000 when it increased by 600 workers. This was just before the most recent recession. It is possible that this large increase in the labor force was a result of the 2000 census due to a change in estimating process, creating a break in the data.

The county's unemployment rate reached a low point in 2000 at 3.6 percent. During the last fifteen years, the county's unemployment rate has remained near or just above the statewide average.

The unemployment rate for the county increased with the onset of the recession in 2001. Although the recession also ended in 2001, the unemployment rate continued to rise through 2003 when it reached 5.2 percent. Since that time, the number of unemployed and the unemployment rate have declined.

Currently the labor force for the county is at 15,136. Although the unemployment rate has moderated during the last year, the number of workers estimated to be unemployed remains just above the long term average of 670.

## Vernon County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	12,630	12,050	580	4.6%
1991	12,500	11,709	791	6.3%
1992	12,622	11,837	785	6.2%
1993	13,034	12,313	721	5.5%
1994	13,483	12,799	684	5.1%
1995	13,699	13,034	665	4.9%
1996	13,615	12,985	630	4.6%
1997	13,878	13,267	611	4.4%
1998	14,067	13,485	582	4.1%
1999	13,788	13,241	547	4.0%
2000	14,388	13,866	522	3.6%
2001	14,706	14,042	664	4.5%
2002	14,916	14,136	780	5.2%
2003	15,397	14,600	797	5.2%
2004	15,136	14,443	693	4.6%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

## Education Attainment

The focus of this county's analysis to this point has been on quantitative changes in Vernon County's population and labor force. At this point we move to information on the quality of the county's labor force in comparison with the state and nation by age and gender.

Among the ways which experts measure the overall quality of a region's skilled workforce is through an analysis of the level of education attainment among the population. An ex-

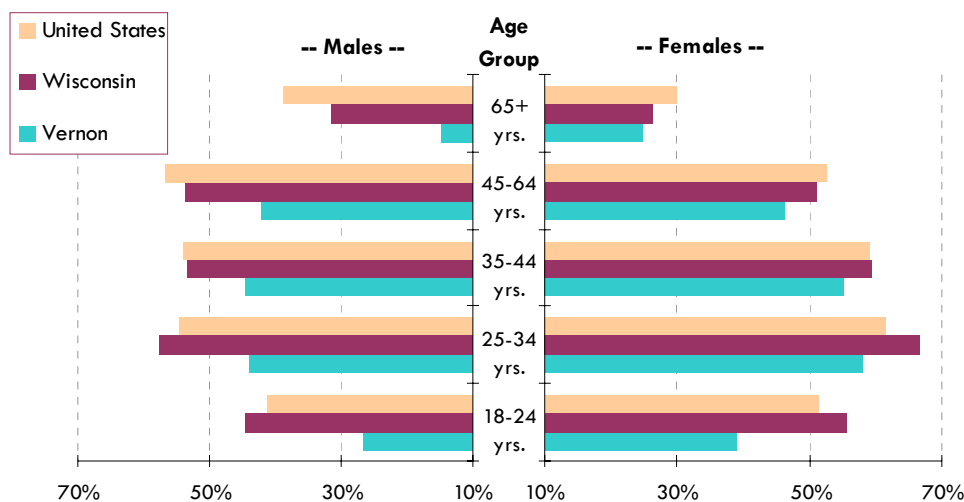
ample of this analysis is depicted in the graph below. In reviewing this data, a number of significant trends are apparent.

The county is surpassed by the state and national averages on the level of post-secondary education (measured as attendance at either a technical or community college and/or four-year college or university) at each of the five age levels. There are several reasons for the disparity in post secondary education between the county, state and nation. The differ-

ence between the Vernon and the state and nation in the younger groups is in part due to a lack of jobs requiring post secondary in the area, so this population has a tendency to relocate where there are jobs. In the older groups, there was less a need for post-secondary education as jobs were plentiful and did not require a degree, so many went from high school into the workforce.

The percentage of females in the county with post-secondary education exceed males in every age group. This is similar to the state and nation in the youngest three age groups. The percentage of males with post-secondary education exceeds that of females in the elder groups.

### Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

## Employment and Wages

Average wages in Vernon County were at 68.8 percent of the statewide average in 2004 and average wages in all of the county's industry sectors were below the state average wages except for natural resources, which was at 102.6 percent of the state average. Manufacturing had the highest average wage of all industries at \$30,482. This was at 69.0 percent of the state's average. Second highest wages were in the Information industry at \$30,316.

Although manufacturing had the highest average wages in the county, it only ranked third in the number of jobs that it provided. Manufacturing provides 8.7 percent of the jobs in the county. This is well below the state average of 18.5 percent and the nation with about 11 percent. The industry does provide a higher percentage of the county's payroll than it does jobs paying 11.2 percent of the county's total wages.

The primary source of jobs and wages in Vernon County is in the education and health services industry. This industry group provides nearly one-third of all of the jobs in the county, and over 34 percent of all of the wages in the county. Wages from this industry group were \$65.7 million. Trade, transportation and utilities also provides a large share of the county's wages (27.1 percent). These two industries also pro-

### Average Annual Wage by Industry Division in 2004

	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Vernon County	Wisconsin	% change
All Industries	\$ 34,749	\$ 23,893	68.8%	5.0%
Natural resources	\$ 27,399	\$ 28,112	102.6%	5.8%
Construction	\$ 41,258	\$ 27,008	65.5%	2.8%
Manufacturing	\$ 44,145	\$ 30,482	69.0%	4.0%
Trade, Transportation, Utilities	\$ 30,088	\$ 25,057	83.3%	7.3%
Information	\$ 41,759	\$ 30,316	72.6%	2.0%
Financial activities	\$ 45,103	\$ 26,422	58.6%	0.0%
Professional & Business Services	\$ 39,580	\$ 27,350	69.1%	5.6%
Education & Health	\$ 36,408	\$ 24,672	67.8%	5.3%
Leisure & Hospitality	\$ 12,295	\$ 7,612	61.9%	0.9%
Other services	\$ 20,207	\$ 14,340	71.0%	2.8%
Public Administration	\$ 36,347	\$ 20,883	57.5%	6.4%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

vide over half of the county's jobs and wages. Both industry groups along with manufacturing have a positive employee-to-wage ratio, meaning that the industries account for a higher portion of the county's wages than it does jobs, which is important to note about the local economy.

The ratio of jobs to wages is greater in industries such as the leisure and hospitality which provides 8.2 percent of the county's jobs (657), but only 2.6 percent of the county's wages. The lower wage share in this industry sector is related to it having a high percentage of part-time and seasonal jobs.

### 2004 employment and wage distribution by industry in Vernon County

	Employment		Total payroll	
	Annual average	1-year change		
Natural Resources	307	14	\$ 8,630,404	
Construction	244	-12	\$ 6,590,010	
Manufacturing	702	-42	\$ 21,398,463	
Trade, Transportation, Utilities	2,073	46	\$ 51,943,028	
Information	113	1	\$ 3,425,655	
Financial Activities	366	18	\$ 9,670,308	
Professional & Business Services	217	-1	\$ 5,935,055	
Education & Health	2,664	206	\$ 65,726,727	
Leisure & Hospitality	657	30	\$ 5,001,155	
Other services	116	-5	\$ 1,663,396	
Public Administration	571	-45	\$ 11,924,202	
Not assigned	0	0	\$ 0	
All Industries	8,032	210	\$ 191,908,403	

Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

## Industry and Employers by Size

### Top 10 Employers in Vernon County

Establishment	Product or Service	Size (Dec. 2004)
Vernon Memorial Healthcare Inc	Offices of physicians, except mental health	250-499 employees
Cooperative Regions of Organic	Dairy product merchant whslrs	250-499 employees
Fleet Guard Inc	Misc. general purpose machinery mfg.	250-499 employees
Viroqua Area Schools	Elementary & secondary schools	250-499 employees
Westby Area Schools	Elementary & secondary schools	100-249 employees
Bethel Home And Services Inc	Homes for the elderly	100-249 employees
St Joseph's Community Health	Gen. medical & surgical hospitals	100-249 employees
Wal-Mart Associates Inc	Warehouse clubs & supercenters	100-249 employees
County of Vernon	Executive & legislative offices, combined	100-249 employees
Tri-State Breeders Coop	Support activities for animal production	100-249 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

### Prominent industries in Vernon County

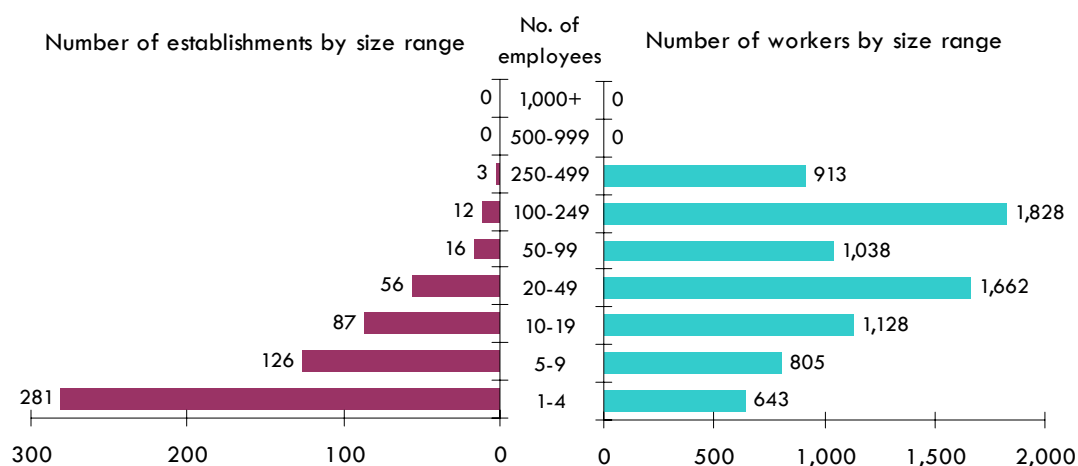
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Educational services	10	1,122	6	38
Nursing and residential care facilities	10	593	-2	119
Food services and drinking places	39	528	-35	-58
Hospitals	*	*	not avail.	not avail.
Executive, legislative, & gen government	34	457	-40	-30
Ambulatory health care services	25	300	31	118
Social assistance	12	283	-35	-20
Machinery manufacturing	*	*	not avail.	not avail.
Merchant wholesalers, nondurable goods	19	245	-241	12
Credit intermediation & related activity	13	244	-2	4

\* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

### Vernon County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

The list of largest employers and largest industries matches the break-out of employment by industry on page three. Education and healthcare provide both the greatest number of jobs and the largest portion of the county's wages. The list of largest employers has three employers related to health care and two school districts. This is also apparent in the list of the prominent industries with educational services listed as the largest employing industry, as well as three healthcare industries.

It is not unusual for school districts and government to be included in among the largest employers in a county as well as among prominent employing industries. Government and public schools serve a large segment of the county's population resulting in a large concentration of employment in a single or few employers.

The graph on the bottom of this page indicates that the majority of the county's employers are small with fewer than 20 employees (85.0 percent), however, they provide only 32.1 percent of the county's jobs. Over 47 percent of the jobs are with employers with 50 or more workers. These employers make up only 5.3 percent of the county's employer-base.

## Per Capita Personal Income

One other aspect of looking at the local economy is the per capita personal income (PCPI) in the county. Because the income is derived from many sources, it tells more than just what wages or types of jobs are available. The latest PCPI available is for the year 2003 when PCPI in Vernon County was \$20,950. The county's PCPI ranks 70<sup>th</sup> among the state's 72 counties. The county ranked 41<sup>st</sup> in its five-year growth rate. PCPI in the county was \$9,735 below the state, and \$10,522 below the nation.

PCPI is defined as total personal income divided by the total population. The majority of total personal income, though not exclusive to this list, is made up of wage and salary earnings, dividends from holdings, accrued interest, rental property income, retirement benefits, social security and other government transfer payments.

The largest portion of PCPI is from net earnings (e.g., job wages). The lower PCPI in the county is a reflection of the lower average wages compared to the state, similar to many rural counties where wages are generally lower than in urban areas.

Total personal income is influenced by sources of income other than wages. Net earnings make up 64.2 percent of total income in Vernon County, less than in the state where net earnings are 69.9 percent of total income. Total income in the county also includes income from dividends, interest, and rental property (15.0 percent), and transfer payments (20.8 percent).

The share of income from transfer payments, which is chiefly Social Security and Medicare payments, was above the state average of 14.0 percent. This is a reflection of the county's popula-

tion, which is older than the state and nation. Based on current population estimates, the county's population aged 60 in Vernon County has a 5.4 percent greater share of its population in this age bracket compared to the statewide average. This is close to the difference in the share of income coming from transfer payments between the state and county.

**Wisconsin Counties 2003 Per Capita Personal Income and Rank in State**

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005